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# *Healthy Weight with Dairy*

*Presented by Grant Prentice and Tom Nagle  
October 8, 2003*



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**MilkPEP**  
PREVENTING EXCESS WEIGHT IN KIDS

# *Webcast Protocol*

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- The operator has muted your phone during the presentation.
- Questions can be emailed in during the presentation via the “chat” box at the bottom of your screen.
- Or you may wait to ask your questions verbally during our Q&A at the end.



# *Agenda*

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- Background on Campaign
- Joint Industry Task Force
- Advertising Plan
- Consumer PR Plan
- Website
- Health Professional Outreach
- Branded Communications



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*How did we arrive at an industry  
program that suggests a link  
between dairy and weight  
management?*



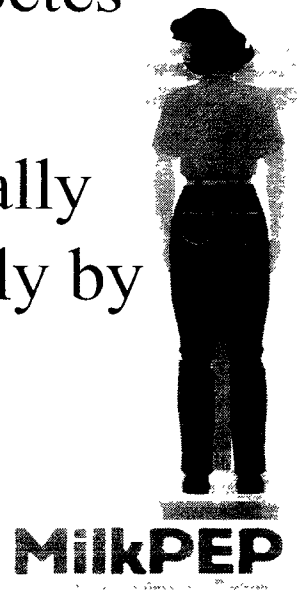
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# *Background*

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- Obesity is becoming the number one health problem cited by many organizations
  - Over 60% of Americans considered overweight or obese
  - Childhood obesity on the rise (Type II diabetes is no longer considered an adult disease)
  - Over \$100 billion in healthcare costs annually
  - Estimated preventable deaths surpassed only by smoking



# ***Emerging Science Shows Link Between Dairy and Weight Loss***

- Zemel MB, et al. Dietary calcium and dairy products accelerate weight and fat loss during energy restriction in obese adults. *American Journal of Clinical Nutrition*. 2002
- Periera MA, et al. Dairy consumption, obesity, and the insulin resistance syndrome in young adults: The CARDIA Study. *Journal of the American Medical Association*. 2002
- Davies KM, et al. Calcium intake and body weight. *Journal of Clinical Endocrinology & Metabolism*. 2000
- Volek, JS, et al. Increasing fluid milk favorably affects bone mineral density responses to resistance training in adolescent boys. *Journal of the American Dietetic Association*. 2003
- Novotny, R, et al. Higher dairy intake is associated with lower body fat during adolescence. *FASEB Journal*. 2003
- Phillips SM, et al. Dairy food consumption and body weight and fatness studied longitudinally over the adolescent period. *International Journal of Obesity*. 2003
- Carruth BR, et al. The role of dietary calcium and other nutrients in moderating body fat in preschool children. *International Journal of Obesity*. 2001



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# *Regulatory Arena*

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- FDA, the regulatory body for food and drug-related health claims, relaxes guidelines for qualified health claims
  - Issued scientific ranking system associated with suggested qualifying language
  - Walnut claim is first qualified health claim approved
    - “Supportive but not conclusive research shows that eating 1.5 ounces per day of walnuts as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease. See nutrition information for fat content.”



## *Other types of claims do not require FDA approval*

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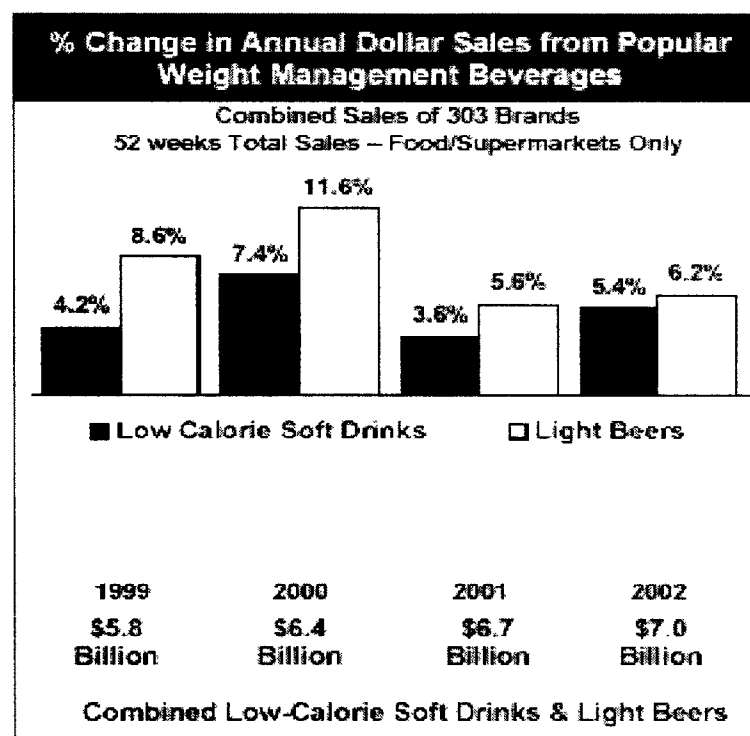
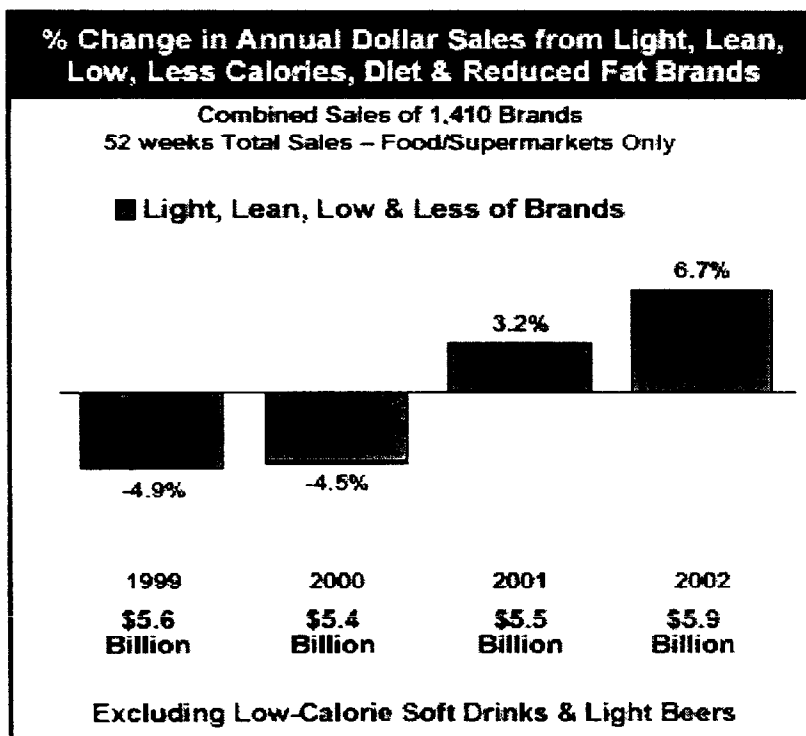
<b>Type of Claim</b>	<b>Examples</b>
Nutrient Content	"Excellent source of calcium"
"Structure/Function" or "Dietary Guidance"	"Supports healthy weight loss"
Health Claim	"Helps prevent obesity"



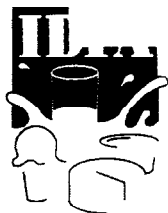


# Competitive Arena

- Rapid growth of “better for you” products



InfoScan® Reviews Advantage - % Change in Annual Dollar Sales - Food/Supermarket Database



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# *Consumers Are Skeptical, But Ready*

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- Consumer research confirms that
  - Belief that dairy is naturally nutritious and wholesome, and marketplace diet trends, make dairy weight loss message believable
  - Message reinforces the importance of getting enough of the “dairy they love”
  - Because the dairy weight loss idea is new to most, they want facts and proof



# ***IDFA/ MilkPEP/DMI Joined Forces to Address the Opportunity***

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- Joint Strategy Meeting April 2003
  - Established objective: Develop and launch dairy calcium/weight loss/control umbrella communications and marketing plans which accommodate programs for individual categories and brands
- Established roles and responsibilities
  - Executive Committee
    - Will recommend the structure of a communications/marketing and funding committee and assign responsibilities
    - Negotiate license agreement
  - Marketing Committee
    - Grant Prentice and Tom Nagle lead 13 industry members
  - Scientific Advisory Committee
    - Cary Frye and Greg Miller lead Dairy Weight Loss Scientific Advisory Group (DWLSAG) to develop consensus on state of the science, to support claims, and conduct health professional education and outreach



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# *Executive Steering Committee*

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- Bill Ahlem, Chairman, National Dairy Board
- Rick Beaman, COO, Southwest Region, Dean Foods Company
- Tom Camerlo, DMI Board member
- Scott Charlton, VP of Manufacturing, Publix Supermarkets
- Lou Gentine, Chairman & CEO, Sargento Foods inc.
- Mary Kay Haben, Group VP, Kraft Foods, President, Kraft Food Cheese
- Gary Hanman, President & CEO, Dairy Farmers of America
- Gary Korsmeier, President & CEO, California Dairies, Inc.
- Thomas Kunz, President & CEO, The Dannon Company
- Tracy Noll, President & COO, National Dairy Holdings
- Mike Nosewicz, VP, Dairy Group East, The Kroger Company
- Chris Policinski, Exec. VP & COO Dairy Foods Group, Land O'Lakes, Inc.
- John Robinson, Sr. VP, Sales & Marketing, Dean Foods Company
- Paul Rovey, Chairman, DMI & UDIA
- Lino Saputo, Jr., President & COO, Cheese Division, Saputo Cheese USA
- Robert Waldron, President, Yoplait-Colombo

T. Wilcox, Director of Operations, Wilcox Farms, Inc.



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# *Marketing Committee*

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- Grant Prentice, Committee Chair, DMI
- Tom Nagle, Committee Vice Chair, IDFA/MilkPEP
- Julie Cary, Dean Branded Products
- Miriam Erickson Brown, Anderson Erickson Dairy Company
- Brad Flatoff, Sargento Foods
- Camille Gibson, Yoplait-Colombo
- Mike Huffman, The Kroger Company
- Steve Josen, Saputo Cheese USA
- Steve Vesce, American Dairy Brands
- Mike Krueger, Shamrock Foods Company
- Rachel Kylo, Kemps
- Roberta MacDonald, Agri-Mark/Cabot Inc.
- Michael Pellegrino, Kraft Foods N.A., Inc.
- Ellen Rohrer, The Dannon Company, Inc.
- Mary Ellen Spencer, HP Hood Inc.

Mike Touhey, Dean Dairy Group – NE Region



# *Scientific Advisory Group (SAG)*

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- **Barr, Susan** – Professor, School of Family & Nutritional Sciences – University of British Columbia
- **Blackburn, George** – Chief, Nutrition & Metabolism Laboratory – Beth Israel Deaconess Medical Center
- **Heaney, Robert** – Professor – Creighton University
- **Hill, James** – Associate Director of Research – University of Colorado
- **Krauss, Ronald** – Director, Atherosclerosis Research – Children's Hospital Oakland Research Institute
- **Pereira, Mark** – Division of Epidemiology – University of Minnesota



# *Joint Strategy Development*

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- DMI/IDFA/MilkPEP worked together to establish:
  - Consumer and health professional message strategy
  - Processes for regulatory and scientific input
  - Components of integrated plan
  - Timeline



# *Division of Responsibilities/Tasks*

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- DMI
  - Science development & management
  - Health Professional efforts
  - Licensing Scheme
  - Shared Consumer PR
  - Shared retail “trade” activities
  - PRIMARY FUNDING OF 1Q04
- MilkPEP
  - Consumer Marketing Research
  - Consumer Advertising
  - Regulatory Strategy and Activity
  - Shared consumer PR
  - Shared retail “trade” activities
  - PRIMARY FUNDING OF 4Q03





# *Plan Objectives*

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- Goal is to introduce dairy's weight loss benefits by “selling the science” over six month period
- Establish dairy ownership of messages
- Pave the road for brand marketing campaigns across milk, cheese, and yogurt



# *SAG “Weighed In” on the Science*

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- Evaluated the strengths and limitations of the scientific evidence relating dairy product consumption to
  - Weight loss
  - Fat loss
  - Preservation of muscle
  - Breakdown and burning of body fat
- Identified areas for further research to develop more aggressive claims in future



# *The “Healthy Weight With Dairy” Campaign Was Born*

Advertising						
	(Oct. 21) National Launch			TBD		
Web Site	(Oct. 21) CWI National & Local Market Launch			Zemel Research and Book Promotion		
	(Oct. 21) Launch of Healthyweightwithdairy.com					
HP Outreach	(Sept. 17) Healthy Weight Forum	HP Advertorial				
	Ongoing Health Professional Outreach					

# Healthy Weight With Dairy Warm Up Plan

 HP Outreach	Web Site	(Oct. 21) Launch of <a href="http://Healthyweightwithdairy.com">Healthyweightwithdairy.com</a>					
	PR	(Oct. 21) CMA National & Local Market Launch			Zemel Research and Book Promotion		
	Advertising	(Oct. 21) National Launch			TBD		
		(Sept. 17) Healthy Weight Forum			HP Advertorial		
	Ongoing Health Professional Outreach						

# *Healthy Weight With Dairy Advertising Plan*

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- Consumer Media
  - Use magazines, newsweekies, and major local newspapers as credible “newsworthy” vehicles
  - First ad launches October 21
  - Second ad launches first week of December



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## 4Q 2003 Weight Loss Plan

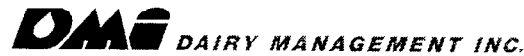
	October				November				December					January			
	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19
<b><u>Parenting</u></b>																	
Nick Jr.																	
Parenting																	
Parents																	
<b><u>Women's Service</u></b>																	
Better Homes & Gardens																	
Family Circle																	
Good Housekeeping																	
Ladies Home Journal																	
<b><u>Entertainment</u></b>																	
People																	
Soap Opera Digest																	
US Weekly																	
TV Guide																	
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Prevention																	
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<b><u>Beauty</u></b>																	
Cosmopolitan																	
Essence																	
Glamour																	
<b><u>News/Newspapers</u></b>																	
Time																	
Newsweek																	
USA Today																	
Los Angeles Times																	
Washington Post																	
New York Times																	
Chicago Tribune																	
Philadelphia Inquirer																	
San Francisco Chronicle																	
Dallas Morning News																	

**Weight Loss Value: \$4.9MM**

# *Healthy Weight With Dairy Advertising Plan*

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- Message Development
  - Two rounds of consumer research
  - Input from National Dairy Council and SAG
  - Review and input from regulatory/legal



# *Healthy Weight With Dairy*

## *Messaging*

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- Core Concept:
  - Including dairy products in your weight loss diet plan is a healthy, effective way to lose weight
- Mechanism support:
  - Calcium is part of the body's natural system for regulation of fat metabolism
- Observational Support:
  - Adequate dairy consumption is associated with lower body weight and reduced body fat
- Unique Dairy Support:
  - Dairy products naturally provide calcium and other essential nutrients the body needs and is the source for 73% of of America's calcium intake



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# Healthy Weight With Dairy Launch Ad

Watching your weight?  
Look in the fridge.

Milk, cheese and yogurt are not the first foods that come to mind when thinking of what to eat while dieting. But that's all about to change. Recent studies, including journals suggest a link between dairy consumption and reduced body weight. In another study, overweight adults on a reduced-calorie diet that included at least 3 servings a day of dairy products like milk, cheese and yogurt lost more weight than those on similar reduced-calorie diets without dairy.

Dairy naturally provides calcium as well as protein and other essential nutrients that doctors need to help manage weight. With just 1 cup of milk, you get 300 mg of calcium. Plus, dairy is a healthy natural way to get calcium. The dairy products in your diet may play a role in the body's natural system for burning fat. More research is needed to better understand the link between weight loss and dairy.

So losing weight is really about 3 things: limiting the amount of calories and fat in your diet, getting exercise and eating the right things. Our approach is getting at least 3 servings a day of milk, cheese or yogurt instead of some of your harmful foods. Sure, but you can now change how you look at dairy, when you want to change how your body looks. For more information on these and other studies, visit the National Dairy Council at [www.dairy.org/healthyweight](http://www.dairy.org/healthyweight). Learn from AMERICA'S DAIRY FARMERS & PROCESSORS

- Introduce science
- Explain mechanism
- Provide healthy framework



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# Healthy Weight With Dairy Warm Up Plan

Advertising		(Oct. 21) National Launch	TBD
		(Oct. 21) CWI National & Local Market Launch	Zemel Research and Book Promotion
Web Site		(Oct. 21) Launch of <a href="http://Healthyweightwithdairy.com">Healthyweightwithdairy.com</a>	
Outreach	(Sept. 17) Healthy Weight Forum	HP Advertorial	
	Ongoing Health Professional Outreach		

# ***Dairy Weight Loss PR Plan***

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- Converting and expanding existing MilkPEP program: “Calcium Weighs In”
  - All dairy (milk/cheese/yogurt) message
  - Expanding to multi-level (national/regional/local) effort
  - Timing PR launch with advertising launch at end of October



# *“Calcium Weighs In”*

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- Community intervention program to demonstrate dairy's role in weight loss
  - Alliance with Dr. Hill's American Weigh™
- More than 150 residents taught by RDs
- Encouraged to consume 3 servings of dairy a day in their diet plan
- Participants are losing weight!
  - Average weight loss is 10 pounds per person after 10 weeks...on-track to lose 16-24 pounds



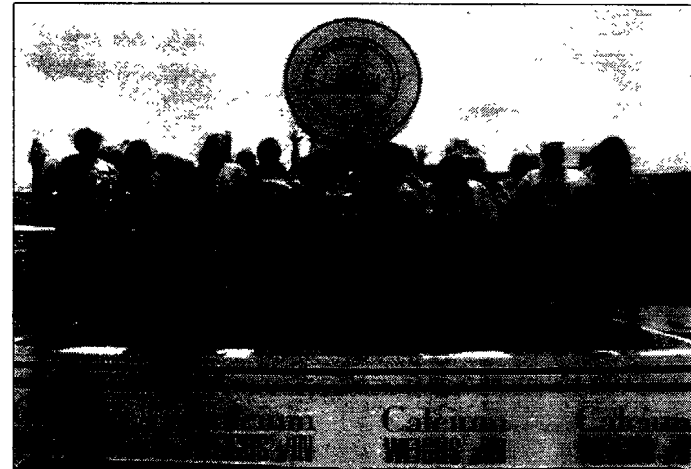
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# *National Media Relations Launch*

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- Broadcast the results nationally:
  - Event in Calcium to celebrate participants success and announce results
  - Satellite media tour & video news release featuring Dr. Hill and CWI participants
  - Audio news release
  - National media relations
  - Wire photo



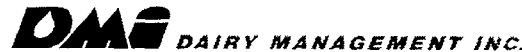
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# ***Processor/Manufacturer/S/R Involvement in CWI Launch***

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- Here's how you can get involved
  - Sampling milk, cheese or yogurt
  - Donating a year's supply of milk, cheese, or yogurt - announced on radio
  - Coupon giveaways
  - Tagging existing pre-event TV or radio ads
- Sign-up form sent to MIF, NCI and MilkPEP members last week; also posted in [idfa.org](http://idfa.org) and [milkpep.org](http://milkpep.org)



# ***PR Effort Continues in 1Q2004***

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- National and local media relations efforts planned around two efforts with Dr. Zemel, a lead researcher in dairy and weight loss
  - “*The Calcium Key*” book publishing
    - Anticipated release during holiday period
  - Research submitted to medical journal for anticipated publication 1Q2004



**Table 1** Demographic characteristics of study population

Outreach	Web Site	PR	Advertising
(Sept. 17) Healthy Weight Forum	(Oct. 21) Launch of <a href="http://Healthyweightwithdairy.com">Healthyweightwithdairy.com</a>		
HP Advertorial		(Oct. 21) CWI National & Local Market Launch	(Oct. 21) National Launch
Ongoing Health Professional Outreach		Zemel Research and Book Promotion	TBD



# *Campaign Web Site*

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- Healthyweightwithdairy.com website goes live October 21
- Will give consumers the information they need to believe:
  - Research to back up what we say
  - Success stories to motivate
  - Tools to show consumers how
  - Links for more information



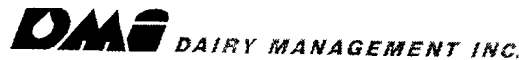
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Ongoing Health Professional Outreach				

# *Health Professional Outreach*

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- Healthy Weight Forum held Sept. 17
  - 100+ attendees included HPs from national and regional organizations
  - Core HP partner organizations participated
  - Evaluations extremely positive; 100% of those who responded to survey said they would recommend that their patients include milk, yogurt and cheese as part of their weight loss plan



# *Health Professional Outreach*

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- Healthy weight kit available through National Dairy Council
- Advertorial to appear in HP journals
- Mailing and/or one-on-one briefings with key organizations
- Feedback to date is that HPs are interested/intrigued, want to learn more



# ***Branded Communications***

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- DMI recently acquired rights to dairy weight loss claim from Michael Zemel and the University of Tennessee
- DMI & IDFA currently developing an arrangement to make the dairy weight loss claim available to all domestic milk, cheese and yogurt manufacturers and marketers
- Goal is to make the claim broadly available and to provide marketing and regulatory guidelines for claim use in advertising, on pack and at POS



# ***For More Information***

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- Packet of information resides on [idfa.org](http://idfa.org) and [milkpep.org](http://milkpep.org), and will be mailed out next week
  - Copies of launch ad and media plan
  - Calcium Weigh In program fact sheet/sign up form
  - Q&A on program
  - Research study references
  - Case for the campaign/background on obesity crisis



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## *Q&A*

*Please press the \* button on your phone , and the operator will “unmute” your phone for your question.*



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# *Thank You!*

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*Any additional questions can be  
submitted to Tanika Manning at  
[tmanning@idfa.org](mailto:tmanning@idfa.org).*

*This presentation resides on  
[milkpep.org](http://milkpep.org) and [idfa.org](http://idfa.org).*

